3350-1

Home Appliance NewsLine

An AHAM Bulletin to Editors

FOR IMMEDIATE RELEASE
May 24, 1990

CONTACT: Mary Gillespie
312/984-5822, or
Craig Schulz
312/984-5825

HOME LAUNDRY APPLIANCES STAND OUT IN MIXED MONTH FOR MAJOR APPLIANCE SHIPMENTS

CHICAGO -- April shipments of major home appliances totaled nearly 3.9 million appliances, but failed to reach the level of one year ago in spite of advances by two-thirds of the product categories, reports the Association of Home Appliance Manufacturers (AHAM).

Compared to 1989, total shipments decreased 2.7 percent for April, yet many of the products showing gains did so with surprising strength.

A record April shipment of automatic washers (499,900 units) resulted in a 9.7 percent increase over the previous April level. Dryer shipments also advanced, though marginally.

Extremely wet weather in many parts of the country was the reason for unusually strong demand for dehumidifiers (107,600 units). Product shipments increased by 38.3 percent over the April 1989 level.

Ranges also made strong gains in April as levels increased by 11.8 percent for gas ranges (181,400 units), and by 6.8 percent for electric ranges (241,000 units).

Although total year-to-date shipments (15.9 million units) decreased by 4.1 percent, the industry was pleased with the strong four-month performance of gas ranges, up 7.5 percent; automatic washers, up 4.1 percent; and refrigerators,

(MORE)

up 3.5 percent.

Reduced interest in microwave ovens was the single greatest cause of shipment declines in April and year-to-date totals. Shipments of this product decreased 15.8 percent and 17.2 percent for the respective periods. With three-fourths of all U.S. homes owning at least one microwave oven, a general pattern of reduced demand for the next few years is expected for this product.

Total shipments in 1990 are expected to decline by 2.7 percent to 47.4 million units from last year's level of 48.7 million.

# # #

MAJOR HOME APPLIANCE INDUSTRY SHIPMENTS*, THOUSANDS OF UNITS
April, 1990

	APRIL			CALENDAR YEAR TO DATE		
	1990	1989	% Change	1990	1989	% Change
ALL MAJOR APPLIANCES**	**3,851.8**	**3,958.3**	**-2.7%**	**15,885.2**	**16,563.2**	**-4.1%**
COOKING - TOTAL	**1,055.1**	**1,140.4**	**-7.5%**	**4,542.1**	**5,089.5**	**-10.8%**
ELECTRIC RANGES - TOTAL	241.0	225.7	6.8%	965.7	968.2	-0.3%
Free Standing	188.1	178.2	5.6%	749.5	761.1	-1.5%
Built-In	52.9	47.5	11.4%	216.1	207.1	4.3%
GAS RANGES - TOTAL	181.4	162.2	11.8%	719.0	668.9	7.5%
Free Standing	172.3	153.8	12.0%	680.3	632.7	7.5%
Built-In	9.0	8.4	7.1%	38.7	36.2	6.9%
MICROWAVE OVENS/RANGES***	644.0	765.2	-15.8%	2,905.6	3,507.8	-17.2%
HOME LAUNDRY - TOTAL	**823.2**	**777.4**	**5.9%**	**3,637.1**	**3,586.5**	**1.4%**
AUTOMATIC WASHERS	499.9	455.5	9.7%	2,140.0	2,054.8	4.1%
DRYERS - TOTAL	323.4	322.0	0.4%	1,497.1	1,531.7	-2.3%
Electric	250.8	249.7	0.4%	1,154.6	1,187.3	-2.8%
Gas	72.6	72.3	0.4%	342.6	344.5	-0.6%
KITCHEN CLEAN UP - TOTAL	**593.7**	**624.0**	**-4.9%**	**2,653.9**	**2,803.5**	**-5.3%**
DISPOSERS	296.7	334.7	-11.4%	1,411.9	1,519.8	-7.1%
DISHWASHERS - TOTAL	280.1	274.1	2.2%	1,172.5	1,212.2	-3.3%
Built-In	264.5	260.5	1.5%	1,103.4	1,139.0	-3.1%
Portable	15.6	13.7	13.9%	69.1	73.2	-5.6%
COMPACTORS	17.0	15.1	12.6%	69.5	71.5	-2.8%
FOOD PRESERVATION - TOTAL	**618.8**	**621.3**	**-0.7%**	**2,444.1**	**2,365.7**	**3.3%**
REFRIGERATORS	526.8	532.4	-1.1%	2,085.7	2,015.7	3.5%
FREEZERS - TOTAL	90.0	88.9	1.2%	358.4	350.0	2.4%
Chest	49.2	53.3	-7.7%	188.8	195.0	-3.2%
Upright	40.8	35.5	14.9%	169.7	155.0	9.5%
HOME COMFORT - TOTAL	**762.9**	**795.2**	**-4.1%**	**2,608.0**	**2,718.0**	**-4.0%**
ROOM AIR CONDITIONERS	655.3	717.4	-8.7%	2,291.5	2,471.0	-7.3%
DEHUMIDIFIERS	107.6	77.8	38.3%	316.5	247.1	28.1%

* Domestic plus export shipments: includes both U.S. produced and imported products.
** Numbers do not add because of overlapping product categories.
*** Includes microwave ovens and combination microwave ovens/ranges.